

Turning Point: Putting the Pieces Together



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Why Turning Point?



- Condition of public health infrastructure
- Greater emphasis needed on education about the lifestyle factors that contribute to the majority of deaths in the 1990's
- New voices added to public health

Why Turning Point Now?



- Market-driven changes in health care
- Changing role of government
- Consumers are demanding accountability
- Policy-makers expect intersectoral collaboration
- Shifting expectations and responsibility

Virginia's Initiative




- Statewide initiative closely aligned with three local partnerships: New Century Council, Norfolk, and Prince William
- Turning Point's Vision: improve the health of communities
- Year one: Community Outreach
- Year two: Analysis of options

Four Goal Areas for State Partnership



- Reach consensus on future roles and responsibilities for public health
- Improve elected officials understanding and value for public health
- Increase community capacity to assess needs through improved access, timeliness, and quality of health information
- Ensure workforce has skills needed to successfully carry out future roles

Virginia's Approach to Turning Point



■ Community Outreach

- Completed a random sample telephone survey of 800 households
- Held focus group discussions with community leaders around the state
- Regional Forums provide the community an opportunity to be heard
- Consumer survey of clinic and environmental health programs underway

Telephone Survey Findings



- 1994: 50% of Virginians could not name a service provided by LHD's
- 1998: 35% of Virginians could not name a service provided by LHD's
- Those that could overwhelmingly indicated immunization as the primary activity of public health

Telephone Survey Findings cont.



- Respondents define public health as the "Health of the Community"
- Pollution cited as the primary health concern and also as the major reason health had declined. Cancer also critical.
- 'Ensuring safe drinking water' received highest rating among "Very Important" activities

Focus Group Findings



- Community education on health issues was top priority for public health in future
- Participants felt the health department should play a role in assuring primary health care services, but not necessarily direct service delivery
- The collection of health information is not well coordinated and produces few usable products

Regional Forum Findings



- Participants represented public health partners and other interest groups
- Turning Point cannot lose sight of “traditional public health functions” - communicable disease control and environmental health during this strategic planning process

Turning Point Accomplishments



- Interim Report distributed
 - 500 Copies of the Full Text
 - 2,500 Copies of a Promotional Piece
 - Available on the Turning Point Web Site
- Future Scenario Planning Completed
- Internal Assessment of LHD capacity underway

Key Issues to Dig Deeper



- Health education, communication, public awareness
- Access to Health Care Services
- Communicable Disease Control
- Environmental Health Protection
- Health Information

Next Step for Turning Point



- Work groups develop key issues over the course of the summer and develop a “white paper” with specific strategies to move public health forward
- Work with 3M group to draw a closer link between medicine and public health
- Steering Committee will analyze information and submit recommendations to Governor and General Assembly

Where Do We Go From Here?



- Examples of Implementation Strategies
 - Review public health laws
 - Assess economics of prevention
 - Social marketing education campaign
 - Workforce development
 - Public Health Institute
 - Seeking balance for public health between a focus on communities and individuals

Conclusions



- Two years is not much time; there is still work to be done
- Community engagement was critical as a first step in this process of strengthening public health
- Market forces are in our favor
- Success will depend on involvement from the private sector and the community